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Sales promotion concepts methods and strategies pdf

What are sales promotion methods. Types of sales strategies pdf. Methods of sales promotion pdf. Sales promotion concepts methods and strategies. Describe the methods of sales promotion.

Request publishers to reinstate access to over half a million books. The effectiveness of long-term price promotions on category incidence, brand choice, and purchase quantity is explored in research by K. Pauwels, D. Hanssens, and S. Siddarth (2002). They examine how price promotions impact these components of brand sales. In another study, Jagabathula et al. propose a method for creating customized promotions using directed acyclic graphs to represent customer preferences. This approach enables the formulation of an optimization problem for promotional strategies. Additionally, Desmond Lo and S. Salant (2016) analyze a common ordering process where manufacturers offer early bird discounts to dealers before setting retail prices. Their study aims to determine the optimal pricing strategy. To remain competitive in a global market, R. Yazdanifard (2015) suggests implementing various sales promotion techniques. These strategies help businesses differentiate themselves from their competitors and adapt to changing consumer preferences. Lastly, J. Gázquez-Abad and Manuel Sánchez-Pérez (2009) investigate the 'deal-proneness' of consumers by examining their price sensitivity and brand loyalty. They develop a multinomial logistic regression model to characterize this behavior at the consumer level.